

## **INTERNET USERS' PERCEPTION TOWARDS ONLINE SHOPPING**

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### **ABSTRACT**

The present article is an attempt that has been made to study the internet users' perception towards online shopping at Nagapattinam District. The development of modern technology, people's way of life is changing day to day life. These changes have also affected the way of shopping. An online shop, e-shop, e-store, internet shop, web shop, web store, online store, or virtual store evokes the physical analogy of buying products or services at a bricks-and-mortar retailer or in a shopping centre. Online shopping is taking place instead of traditional store retailing. In present study, it has been tried to find out the people's perception towards online shopping and to know whether consumers prefer online shopping or store shopping. The purpose of this study is to examine the factors that influence the internet users' perception towards online shopping. Mainly, the primary data were collected for the study. The findings of the study are useful for developing strategies related to the products or services generally used by internet users.

***Keywords:** Internet users', Perception, E-shop, E-store, Online shopping.*

### **INTRODUCTION**

Online shopping is the process of purchasing goods and services from merchants who sell over the internet. Generally, it is also known as internet buying, electronic shopping, online purchasing or internet shopping. Internet shopping as examining, searching, browsing or looking at a product to get more information with the possible intention of purchase on the Internet. Online shopping is an exchange of time, effort and money for receiving products or services. Nowadays, online shopping has become the norm and consumers are adopting it as it has many advantages. On consumers' perspective, online shopping provides low and transparent prices, comprehensive assortment of goods and services and a much more convenient shopping alternative that has eliminated such traditional shopping inconveniences of squeezing through crowds, stuck in long queue at cashier counter, battling for parking spaces at a busy mall. On the other hand, retailers see it as a huge business opportunity to grab.

### **SCOPE OF THE STUDY**

The area of study is limited to the segment selected within Nagapattinam District of Tamil Nadu. This study is seeks to find consumer perception regarding online shopping and also designed to identify the factors which influence the consumer and the ways through which to choose or to buy online shopping only.

## **OBJECTIVES OF THE STUDY**

The study has been undertaken with the following objectives:

- To examine the relationship between the demographic profile and buying behaviour of the online shopping consumers.
- To evaluate the consumers perception towards the services of online shopping.
- To analyse the influencing factors of online shopping on consumers.

## **HYPOTHESES**

Following hypotheses were used in this study.

**H:** There is significant association between age and frequency of use of internet towards online shopping.

**H2:** There is significant association between frequency of use and recognising the need for a product or service.

**H3:** There is significant association between frequency of use and buying of product or service.

## **RESEARCH METHODOLOGY AND DESIGN**

### **Descriptive Research Design**

The present study is descriptive in nature as it seeks to study the consumer perception. This study is designed to identify the factors which influence the consumer and the ways through which to choose or to buy online shopping in Nagapattinam District.

### **SAMPLING DESIGN**

#### **Sampling Unit**

It deals with the people to be surveyed the researcher must define the target.

#### **Sampling Size**

The sample size of the specific study is 100 consumers have been taken.

#### **Simple Random Sampling**

The personal judgment method has employed for the selection of sampling, the simple random sampling is the simplest form of probability sampling to collect the information from customer.

## **METHODOLOGY**

The researcher is used data, which has collected in two ways such as primary and secondary data.

### **Primary Data**

Primary data is gathers through questionnaire and schedule interview.

### **Secondary Data**

The secondary data has collected through journals, magazines and websites.

### **Statistical Tools Used**

Data has been analysed with the help of simple percentage and chi-square method.

## **LIMITATIONS OF THE STUDY**

It is necessary to recognize the limitations of the current study. Firstly, since the sample size itself is relatively small. To accurately evaluate consumers' perceptions of online shopping on such product, a larger sample size is desirable. Secondly, select a truly random sample. Thirdly, there

are others factors that could have affected the attitudes but were not included such as website design, ease of use of website, trust, security & etc.

## DATA ANALYSIS AND INTERPRETATION

**Table No.1 Gender**

Gender	No. of Respondents	Percentage
Male	68	68
Female	32	32
<b>Total</b>	<b>100</b>	<b>100</b>

**Source:** Primary data

From the Table 1, it is observed that out of 100 respondents 68% of the respondents are male and 32% of the respondents are female. This shows that majority 68% of the respondents are male respondents from the highest composition with regard to user of online shopping in Nagapattinam District.

**Table No.2 Age Group**

Age	No. of Respondents	Percentage
Below 25 years	06	06
26 to 35 years	10	10
36 to 45 years	30	30
46 to 55years	37	37
Above 56 years	17	17
<b>Total</b>	<b>100</b>	<b>100</b>

**Source:** Primary data

From the above table shows that, 6% respondents are 25 years old, 10% respondents are between 26-35 years old, 30% respondents between 36-45 years old, 37% respondents are between 46-55 years old, and 17% respondents are above 56 years old. Majority 37% respondent prefer to shop online that is the highest percentage who has age limit between 46 to 55 years.

**Table No.3 Occupation Level**

Occupation	No. of Respondents	Percentage
Student	12	12
Government employee	28	28
Private employee	32	32
Self-employed	22	22
Homemaker	06	06
<b>Total</b>	<b>100</b>	<b>100</b>

**Source:** Primary data

From the above table inferred that out of the 100 respondents, 12% of the respondents are student, 28% of the respondents are Government employee, 32% of the respondents are private employee, 22% of the respondents are self-employed and remaining 6% of the respondents are homemaker. The above analysis shows that majority 32% of the respondents are private employee.

**Table No.4 Education Level**

Education	No. of Respondents	Percentage
Below HSC	10	10
Diploma	14	14
Degree	18	18
Master Degree	32	32
Professional Degree	26	26
<b>Total</b>	<b>100</b>	<b>100</b>

**Source:** Primary data

The study is conducted with 100 respondents, between them 10% respondents are below high school education, 14% respondents are diploma, 18% respondents are bachelor degree, 32% respondents are master degree and 26% respondents went through professional degree. It concludes that majority 32% of the respondents are master degree as their education.

**Table No.5 Monthly Income**

Monthly Income	No. of Respondents	Percentage
Below ₹10,000	12	12
₹10,001 to ₹20,000	18	18
₹20,001 to ₹30,000	26	26
₹30,001 to ₹40,000	24	24
Above ₹40,001	20	20
<b>Total</b>	<b>100</b>	<b>100</b>

**Source:** Primary data

Income is one of the important and sensitive demographic variables. This figure shows that 12% respondents monthly income below ₹10,000, 18% respondents monthly income ₹ 10,001 to ₹20,000, 26% respondents monthly income ₹20,001 to ₹30,000, 24% respondents' monthly income ₹30,001 to ₹40,000 and 20% respondents' monthly income above ₹40,001. From all of the respondents' maximum number of 26% respondent's monthly income earned ₹ 20,001 to ₹30,000.

**Table No.6 Frequency Usage of Internet towards Online Shopping by the Respondents**

Frequency Usage of Internet	No. of Respondents	Percentage
Daily	78	78
Weekly	09	09
Fortnightly	07	07
Monthly	06	06
<b>Total</b>	<b>100</b>	<b>100</b>

**Source:** Primary data

From the above table obvious that, majority 78% of the respondents have performed online shopping daily, 9% of the respondents used online shopping weekly, 7% used online shopping fortnightly and 6% monthly used online shopping. It concludes that majority 78% of the respondents have performed online shopping daily.

**Table No.7 Respondents' Daily Internet Usage Rate**

Daily Internet Usage Rate	No. of Respondents	Percentage
Less than 1 hour	13	13
1-2 hours	22	22
2-3 hours	37	37
More than 3 hours	40	40
<b>Total</b>	<b>100</b>	<b>100</b>

**Source:** Primary data

The above table shows that most respondents are very active using internet daily. Out of 77% of the respondents spent more than 2 hours per day using internet for various purposes. The daily usage rate of more than 3 hours has the highest number of respondents (40%), followed by 2-3 hours (37%), 1-2 hours (22%) and Less than 1 hour (13%). It concludes that majority 40% of the respondents used internet more than 3 hours for online shopping.

**Table No.8 Factors Influencing Consumer to Shop Online**

Influencing Factors	No. of Respondents	Percentage
Time saving	15	15
Better prices	24	24
More selection	12	12
24 Hours Accessibility	30	30
Ability to find a more personalised gift	07	07
More information available about the products	09	09
Others	03	03
<b>Total</b>	<b>100</b>	<b>100</b>

**Source:** Primary data

From the above table shows that, majority 30% of the respondents agree that 24 hours accessibility on the website by the online retailer are accurate and this influence to make online purchase, 24% of the respondents look over the better prices provided by the online shoppers to make decision for making online purchase, 15% of the respondents agreed that their precious time are saved to make shopping over the internet and 12% of the respondents consider the more selection is very important factor to make decision for online purchase. It concludes that majority 30% of the respondents agree that, 24 hours' accessibility on the website by the online retailer are accurate and this influence to make online purchase.

**Table No.9 Online Shopping Platform References**

Online Shopping Platform References	No. of Respondents	Percentage
Family and Friends	12	12
Press and Media Advertisement	16	16
Website Advertisement	42	42
Social Media Sites	25	25
E-Mail Links	05	05
<b>Total</b>	<b>100</b>	<b>100</b>

**Source:** Primary data

The above table shows that, majority 42% of the respondents are mainly influenced to shop online by website advertisements, 25% of the respondents got awareness through social media sites, 16% respondents through press and media advertisement, 12% respondents through family and friends and 5% respondents through e-mail links. It concludes that majority 42% of the respondents are mainly influenced to shop online by website advertisements.

**Table No.10 Preference on Purchase of Products through Online**

Preference on purchase of products	No. of Respondents	Percentage
Books	06	06
Clothing	13	13
Mobile phone, Accessories	32	32
Cosmetics	17	17
Electronic Goods	20	20
Household goods, furniture	08	08
Other Products	04	04
<b>Total</b>	<b>100</b>	<b>100</b>

**Source:** Primary data

This section some of the goods and services the respondents have bought through various online shopping platform available. As shown in the above table shows that, majority 32% of the online purchaser bought mobile phone and accessories followed by 20% respondents online purchased of electronic goods, 17% of them preferred to bought cosmetic products and 13% of the respondents bought clothing through online shopping. It concludes that majority 32% of the respondents have bought mobile phone and accessories through online shopping.

**Table No.11 Amount Spent on Online Shopping by the Respondents**

Amount Spent	No. of Respondents	Percentage
Below ₹1,000	05	05
₹1,001 to ₹2,500	13	13
₹2,501 to ₹5,000	29	29
₹5,001 to ₹7,500	38	38
Above ₹7,501	15	15
<b>Total</b>	<b>100</b>	<b>100</b>

**Source:** Primary data

The above table explores the monthly expenditure of online shopping by the respondent. It shows that 5% respondent spend up to ₹ 1,000 per month towards online shopping bill payment, 13% respondents spend between ₹ 1,001 to ₹ 2,500 per month towards online shopping, 29% spend between ₹ 2,501 to ₹ 5,000 per month, 38% spend between ₹ 5,001 to ₹ 7,500 per month, 15% spend above ₹ 7,501 per month. It is concluded that majority 38% online shopper spend ₹ 5,001 to ₹ 7,500 per month towards their online shopping bill.

**Table No.12 Mode of Payment on Purchase of Products through Online Shopping**

Mode of Payment	No. of Respondents	Percentage
Cash on Delivery	44	44
Debit/ Credit Card	33	33
Mobile Money	15	15
Third Party	05	05
Other Means	03	03
<b>Total</b>	<b>100</b>	<b>100</b>

**Source:** Primary data

From the above table shows that majority 44% of the respondents prefer to pay for goods using cash on delivery method, 33% of the respondents prefer debit/ credit card, 15% of the respondents prefer to pay purchase of goods from mobile money, 5% and 3% of the respondents prefer to pay third party and other modes of payment. It concludes that majority 44% of the respondents prefer to pay for goods using cash on delivery method.

**Table No.13 Problems Faced in Online Shopping by the Respondents**

Problems Faced	No. of Respondents	Percentage
Product mismatch	28	28
Not delivered in proper address	22	22
Cheap quality	20	20
Damaged products	18	18
Delay in delivery	12	12
<b>Total</b>	<b>100</b>	<b>100</b>

**Source:** Primary data

The above table shows the problems faced by customers towards online shopping. Out of 100 respondents 28% of the respondents faced product mismatch problem, followed by not delivered in proper address 22%, cheap quality problem 20%, damaged product problem 18% and delay in delivery problem 12% faced by the online shopper. It shows that most of the customers faced product mismatch as a high level problem and delay in delivery as a low level problem. It concludes that majority 28% of the respondents faced product mismatch problem through online shopping.

**Table No.14 Satisfaction Level of Influence of Online Shopper Messages on Consumer Behaviour in Recognising Need**

Level of Satisfaction	Recognising need	
	No. of Respondents	Percentage
Strongly Agree	16	16
Agree	72	72
Neutral	08	08
Disagree	03	03
Strongly Disagree	01	01
<b>Total</b>	<b>100</b>	<b>100</b>

**Source:** Primary data

From the above table, it is clear that online shopper messages influence in recognizing a need for the product or service. Majority 88% of the respondents agreed that messages what they see over online shopping site have raised need for a product or service whereas only 4% disagree to that. It concludes that majority 72% of the respondents agreed that messages what they see over online shopping site have raised need for a product or service.

**Table No.15 Satisfaction Level of Influence of Online Shopper Messages on Consumer Behaviour and Buying a Product**

Level of Satisfaction	Buying a product	
	No. of Respondents	Percentage
Strongly Agree	23	23
Agree	59	59
Neutral	14	14
Disagree	03	03
Strongly Disagree	01	01
<b>Total</b>	<b>100</b>	<b>100</b>

**Source:** Primary data

From the above table, it is clear that online shopper messages influence in the product or service and actual buying of the same. Majority 82% of respondents are of the opinion that they get influenced to buy a product or service after seeing the message against 4% who disagree with that. It concludes that majority 59% of the respondent's opinion that they get influenced to buy a product or service after seeing the message through online shopping.

**Table No.16 Association of Age with Frequency Use of Internet towards Online Shopping**

Chi-Square Test	Value	df.	Asymp. Sig. (2-sided)
Pearson Chi-Square	29.874	12	.003

**Source:** Computed from Primary Data

To understand the statistical significance of association of age with frequency of use of internet towards online shopping cross tabulations were computed and Pearson Chi-Square test was conducted. Results showed that though there is an association between age and frequency of use of internet. A small value of Pearson Chi-Square test clearly states that there is significant association between age and frequency of use of internet at 99% confidence level. Therefore, H1 is accepted.

**Table 17 Association of Frequency Use of Internet with Recognising a Need for Product or Service**

Chi-Square Tests	Recognizing a Need for Product or Service		
	Value	df.	Asymp. Sig. (2-sided)
Pearson Chi-Square	53.435	12	.000
Contingency Coefficient	.590	.000	.537

**Source:** Computed from Primary Data



To find out the relationship between frequency of use of internet and recognizing a need for product or service cross tabulations were computed and Pearson Chi-Square test was conducted. Result shown in the above table states that, frequency of use of internet is significantly correlated with recognizing a need for product or service at 99% confidence level. This proves hypotheses H2. The higher contingency coefficient values (.590 and .537) further indicate the strong association of frequency use of internet with consumer buying behaviours of need recognition for product or service.

**Table 18 Association of Frequency of Use of Internet with Buying a Product or Service**

Chi-Square Tests	Influence to Buy a Product or Service		
	Value	df.	Asymp. Sig. (2-sided)
Pearson Chi-Square	40.541	12	.000
Contingency Coefficient	.590	.000	.537

**Source:** Computed from Primary Data

To find out the relationship between frequency of use of internet and buying a product or service cross tabulations were computed and Pearson Chi-Square test was conducted. Result shown in the above table state that, frequency of use of internet is significantly correlated with buying a product or service at 99% confidence level. This proves hypotheses H3. The higher contingency coefficient values (.590 and .537) further indicate the strong association of frequency of use of internet with buying a product or service.

## FINDINGS

The following are the findings of the study:

- 1) Majority 68% of the respondents are male respondents from the highest composition with regard to user of online shopping.
- 2) Majority 37% respondent prefer to shop online that is the highest percentage who has age limit between 46 to 55 years.
- 3) Majority 32% of the respondents are private employee.
- 4) Majority 32% of the respondents are master degree as their education.
- 5) Maximum number of 26% respondent's monthly income earned ₹20,001 to ₹30,000.
- 6) Majority 78% of the respondents have performed online shopping daily.
- 7) Majority 40% of the respondents used internet more than 3 hours for online shopping.
- 8) Majority 30% of the respondents agree that, 24 hours accessibility on the website by the online retailer are accurate and this influence to make online purchase.
- 9) Majority 42% of the respondents are mainly influenced to shop online by website advertisements.
- 10) Majority 32% of the respondents have bought mobile phone and accessories through online shopping.
- 11) Majority 38% online shopper spends ₹ 5,001 to ₹ 7,500 per month towards their online shopping bill.
- 12) Majority 44% of the respondents prefer to pay for goods using cash on delivery method.

- 13) Majority 28% of the respondents faced product mismatch problem through online shopping.
- 14) Majority 72% of the respondents agreed that messages what they see over online shopping site have raised need for a product or service.
- 15) Majority 59% of the respondent's opinion that they get influenced to buy a product or service after seeing the message through online shopping.
- 16) Chi-Square test clearly states that there is significant association between age and frequency of use of internet at 99% confidence level. Therefore, H1 is accepted.
- 17) Majority of online shoppers have agreed that online shopping messages do influence in recognizing a need for the product or service. This buying behaviour is strongly and positively associated with frequency of use of internet.
- 18) Majority of online shoppers have agreed that online shopping messages do influence in the buying of product or service. This buying behaviour is also strongly and positively associated with frequency of use of internet.

### **SUGGESTIONS**

Based on the findings of the study, the following suggestions have been drawn:

- The marketer should provide product warranty/ guaranty scheme to their consumers.
- The marketer has to take adequate steps to be taken for service management to their consumers.
- Online shopping companies should concentrate safety delivery of goods to their consumers.
- Online shopping companies should create positive reliability/credibility measures to be taken to their consumers.
- Online shopping companies should offer multiple payment method to enable larger purchasing of goods by the consumers from the online shopping.
- It is found from the study that most of the respondents are aware shopping websites; hence the marketer has to take adequate steps to promote to social network integration.
- It is also suggested that, online shopping companies to refund the amount whenever the customers cancelling their order without any lengthy formalities.

### **CONCLUSION**

Online shopping is becoming more popular day by day with the increase in the usage of World Wide Web known as www. Understanding customer's need for online selling has become challenge for marketers. Specially understanding the consumer's attitudes towards online shopping, making improvement in the factors that influence consumers to shop online and working on factors that affect consumers to shop online will help marketers to gain the competitive edge over others. It can be concluded that various underline perception of the customers are positive towards online shopping. In the day to come online shopping has tremendous potential and more and more business are going to add online platform to offer extended retailer's shelves in the customers. The result of this study indicated that consumers showed positive intention to make an online purchase in future.

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